Changing face of the typical first car owner over the last 50 years

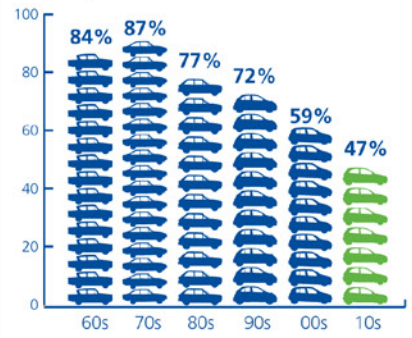
Top 10 most popular first cars of all time

Ford remains a firm first car favourite on Britain's driveways

Average age of first car ownership

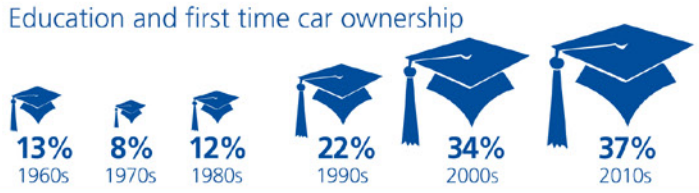
People are buying their first cars later into their 20s

Employment status



People no longer wait for a job before buying their first car

Education and first time car ownership

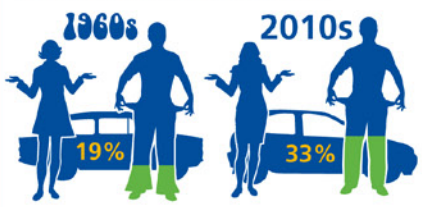


The amount of first time car owners in full time education has risen across the decades

Who pays for the insurance?

Today, 1 in 5 have their insurance paid for by someone else

The bank of mum and dad



More parents are helping to fund their kids' first car than ever before

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Aviva commissioned the First Car Research with Populus who interviewed 2,054 UK adults online between 6th and 8th July. At some point, 1702 owned a car. Results have been weighted to be representative of all UK adults.

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